

\$15,000.00 in CASH Offered as PRIZES in a Contest of Ideas

That all the world may submit appropriate wordings to appear over
the Greatest Operating Electric Display of the Century

The Fiery Chariot Race in New York

Showing Which Concerns and Products are the Recognized

"LEADERS OF THE WORLD"

Remington Typewriters.
Remington Typewriter Co.,
New York, N. Y.

**Armour's Star Ham, Extract of Beef,
or Simon Pure Lard & Grape Juice.**
Armour & Co., Chicago, Ill.

Gold Medal Flour.
Washburn-Crosby Co.,
Minneapolis, Minn.

Waterman's Ideal Fountain Pens.
L. E. Waterman Co.,
New York, N. Y.

Le Page's Glue.
Russia Cement Co.,
Gloucester, Mass.

Waltham Watches.
Waltham Watch Co.,
Waltham, Mass.

**Angelus Player Pianos
and Piano Players.**
The Wilcox & White Co., Meriden, Conn.

"THE RECOGNIZED LEADERS OF THE WORLD"

**Edison Phonographs
and Amberol Records.**
Thos. A. Edison, Inc., Orange, N. J.

Pompeian Massage Cream.
Pompeian Mfg. Co.,
Cleveland, Ohio.

**Gem Jr. Safety Razor
and Damascus Blades.**
Gem Cutlery Co., New York, N. Y.

Hotel Astor Coffee.
B. Fischer & Co.,
New York, N. Y.

Kelly Motor Trucks.
Kelly Motor Truck Co.,
Springfield, Ohio.

Jewels, Gold and Silversmiths.
Black, Starr & Frost,
5th Avenue, New York, N. Y.

**Curtice Bros. Blue Label Ketchup,
Blue Label Soups & Canned Goods.**
Curtice Bros. Co., Rochester, N. Y.

Ford Popular-Priced Motor Cars.
Ford Motor Co.,
Detroit, Mich.

Bohn Syphon Refrigerators.
White Enamel Refrigerator Co.,
St. Paul, Minn.

**Dayton Bicycles and
Davis Sewing Machines.**
Davis Sewing Machine Co., Dayton, O.

Vollrath Enamelled Ware.
The Vollrath Co.,
Sheboygan, Wis.

Winchester Guns and Ammunition.
Winchester Repeating Arms Co.,
New Haven, Conn.

Walk-Over Shoes.
Geo. E. Keith Co.,
Brookton, Mass.

Educator Crackers.
Johnson Educator Food Co.,
Boston, Mass.

New Haven Clocks—Tattoos.
New Haven Clock Co.,
New Haven, Conn.

Gorton's Codfish.
Gorton-Pew Fisheries Co.,
Gloucester, Mass.

Everwear Hosiery.
Everwear Hosiery Co.,
Milwaukee, Wis.

Electric Light and Power.
The New York Edison Co.,
New York, N. Y.

**Lowney's Cocoa.
Lowney's Chocolates.**
Walter M. Lowney Co., Boston, Mass.

Toledo Computing Scales.
Toledo Computing Scale Co.,
Toledo, Ohio.

Porsoknit Summer Underwear.
Chalmers Knitting Co.,
Amsterdam, N. Y.

Smith & Wesson Revolvers.
Smith & Wesson, Inc.,
Springfield, Mass.

Wales Visible Adding Machines.
The Adder Machine Co.,
Wilkes-Barre, Pa.

Optimo All-Havana Cigar.
A. Santalla & Co.,
Tampa, Fla.

**Quaker Oats.
Puffed Rice and Puffed Wheat.**
Quaker Oats Co., Chicago, Ill.

Rules and Conditions of the Contest

Each advertisement or slogan written must be
limited to three lines, not to exceed eighteen letters
and spaces to each line (such as could be placed in
the blocks on the curtain over the race reproduced on
this page).

Be sure to leave one space between each word
and do not divide any words between lines, for
example, the following wording:

**THE RICE ELECTRIC
DISPLAY CO. UNITES
THE WORLDS LEADERS**

The first line contains "The Rice Electric," being
15 letters and 2 spaces, leaving one space at the end.
The second line contains "Display Co. Unites,"
being 15 letters, one period and two spaces, requiring
full 18 spaces.

The third line contains "The Worlds Leaders,"
also using all 18 spaces. However, you need not use
all the spaces. The shorter and stronger the expres-
sion, the better.

The following abbreviations and characters can
be used in place of any letter:—(period .), (and &)
(dash—), (per cent. %), (dollar \$), (cent ¢); also
figures, 1-2-3-4-5-6-7-8-9-0.

All wordings must be freely submitted in this
contest and shall become the property of the Rice
Electric Display Company, and will not be returned.
We also reserve the right to disqualify the copy of
any contestant whom in our judgment we deem is
using unfair methods in this contest.

Ideas will be judged upon their merit in point of
best advertising value.

No contestant shall submit exactly the same word-
ing for more than one of the "Leaders of the World."

In the event of a tie for any of the 3 big prizes,
an equal division of the prize money shall be made
to those tying.

In the event of a tie for the 1st prize after divid-
ing the 1st prize money, we will award the silver
trophy to the tying contestant whom we feel has sub-
mitted the ideas of greatest merit.

You may submit either one or two advertisements
for any or all of the "Recognized Leaders of the
World," but no more than two advertisements for each
concern can be submitted by any one contestant.
Use a different sheet of paper for each of these con-
cerns, but write only on one side of it.

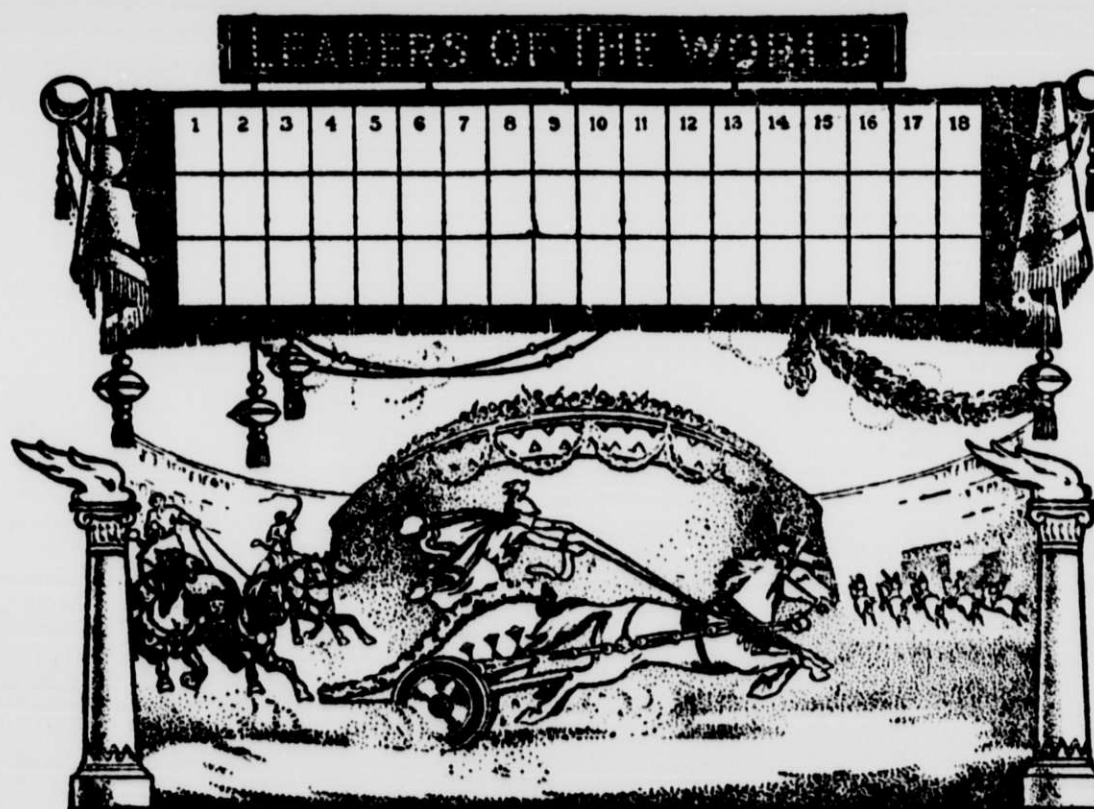
Put the firm's name on top. Follow with your sugges-
tions for that firm and sign your name and full address on the
bottom of each sheet.

The contest closes on July 15, 1911, and all contest
mail must bear postmark not later than that date.
No questions can be answered in this contest. Prize
winners will be announced in this paper. Do not send any
of your suggestions direct to these concerns, but forward them
all in one envelope and address as follows:

**"Leaders of the World Contest"
The Rice Electric Display Co.
1328 Broadway, New York City**

World's Leaders

One thousand firms could have paid for the ser-
vice on the "Leaders of the World" Display, but our
committee selected these great concerns and invited
them into this affiliation as the "Recognized Leaders"
in their line. Note the class of business represented
as well as the standing of the concerns.



The Great Chariot Race, Facing Herald Square, New York

PRIZES

1st prize, \$2000.00 in CASH and solid silver trophy, specially de-
signed by Black, Starr & Frost, 5th Avenue, New York.

2nd Prize, \$1000.00 in CASH: 3rd Prize, \$500.00 in CASH:
The 1st, 2nd and 3rd Prizes to be awarded to the persons having the 1st, 2nd and 3rd largest
number of advertisements accepted by the "Leaders of the World" combined.

\$11,500.00 OFFERED IN ADDITIONAL PRIZES

Prizes of various amounts to be awarded as one dollar for each and every advertisement accepted
by the different "Leaders of the World," until the sum of \$11,500.00 is absorbed, making a total of
FIFTEEN THOUSAND DOLLARS, as offered.

ALSO A CERTIFICATE FOR EVERY WINNER

Everyone having copy accepted by the "Leaders of the World" will be issued a handsome certificate,
giving the names of the firms, and certifying that this person has submitted ideas for advertising that
have been accepted by the "Recognized Leaders of the World."

SPECIAL EXTRA PRIZES.—\$25.00 will be paid for each and every accepted suggestion, for
the best general way by which these mammoth concerns may make the greatest use of their recog-
nition as "Leaders of the World" in their line of business, among their dealers, sales force and in
other ways and forms of advertising.
Address these suggestions to
Service Department, The Rice Electric Display Co., 1328 Broadway, New York, N. Y.

JUDGES

Each of these concerns will judge and pass upon the advertisements
submitted for their respective firms.

Opportunity

Lack of opportunity is the great barrier of many
a bright mind's success. The opportunity is now
afforded you to submit your ideas to the affiliation of
"The Recognized Leaders of the World," which may
open the avenue to your future success.

Absolutely Free!

In entering this contest there is no cost or obli-
gation involved. Many of the brightest slogans or
catch lines used in advertising today were created in
the brains of non-professional advertising people.

Many persons possess some talents that they have
overlooked or possibly never had the opportunity to
put to use, the knowledge of which would place an
increased value on their daily work and effort.

Open up a few charges of ginger and push—
crisp, catchy wordings should be the rule, clear cut
and to the point, convincing arguments of the supe-
riority of the "Leaders of the World" products.

Get Busy, Enter the Contest

You cannot profit by your ideas unless you put
them into practice. Be a leader in the race of brains,
the way to success.

Facts About the "Leaders of the World" Display

Location and Operation

The world's greatest operating electric display
representing a Roman Chariot Race in electricity, is
located at 38th Street and Broadway, directly facing
Herald Square in Greater New York, undisputed the
busiest spot on earth and where people from every
part of the world pass every night in the year.

This display is illuminated every evening at dusk and
burns until 12.30 a. m. When illuminated, the following
operations take place, throwing the entire picture of fire of
many colors in motion:

The horses all appear to be running at break-neck speed,
yet never overtaking the main chariot, which represents the
"Leaders." The wheels of the great chariot revolve swiftly,
while the road appears to recede from beneath the flying
hoofs and revolving wheels. The crimson cape of the leading
driver as well as the manes and tails of the horses all appear
to be waving in the wind, while the lights that decorate the
arena wall appear to move in the opposite direction. On either
side, mounted on the 35-foot columns, are brasiers of fire,
throwing forth flames over 8 feet long.

Directly over the race is suspended a great steel curtain
that is 20 feet high by nearly 100 feet long. Mounted on the
top of this curtain is the title of this great display—"Leaders
of the World." All during the evening there appears con-
tinuously on this curtain the announcements of these world's
greatest business concerns.

Mammoth Proportions.—The display is one-third of a
New York City block wide, rises 72 feet above the roof (7
stories of an ordinary building).

Contains about 20,000 electric bulbs requiring 600-horse-
power to operate. Over 500,000 feet of wire (over 95 miles)
was used—making necessary over 70,000 electric connections.

THE RICE ELECTRIC DISPLAY COMPANY

ELWOOD E. RICE, President

Capital, \$500,000.00.

Home Office, Dayton, Ohio.

OWNERS AND OPERATORS

1328 Broadway, New York City